

AGRICULTURE DEPARTMENT

The 17th August, 2006

No. 1643-Agri. II (1)-2006/14557.—The Governor of Haryana is pleased to constitute the District Level Agriculture Mass Media Committee, Kurukshetra for Mass Media Support for Agriculture Extension.

1. Deputy Commissioner, Kurukshetra	Chairman
2. Deputy Commissioner, Yamunanagar or his Representative	Member
3. Chairman of the Agriculture Committee Zila Parishad, Kurukshetra	Member
4. Addl. Deputy Commissioner, Kurukshetra	Member
5. District Public Relations Officer, Kurukshetra	Member
6. Deputy Director, Animal Husbandry, Kurukshetra	Member
7. Programme Head and Engineering Head, All India Radio, Kurukshetra	Member
8. Training Organiser, KVK, Kurukshetra	Member
9. One farmer to be nominated by Chairman	Member
10. One Woman farmer to be nominated by Chairman	Member
11. One Representative of Local NGOs to be nominated by Chairman	Member
12. Deputy Director, Fisheries, Kurukshetra	Member
13. One Representative of Agriculture Input Industry to be nominated by Chairman	Member
14. Deputy Director, Agriculture, Kurukshetra	Member Secretary

The Committee will carry out the following functions :—

- (i) To approve the policy and broad guidelines for content creation for the LPT/HPTs and FM station of All India Radio.
- (ii) To lay down the broad guidelines indicating the direction in which content creation should be done for each month.
- (iii) The Committee would review the programme that have been broadcast over the last one month and suggest changes that may be necessary.
- (iv) In case of a crisis situation or a situation that the Chairman feels needs a daily Media intervention the Committee will make suggestions at such intervals as may be necessary to address the crisis.
- (v) The Committee will send quarterly reports to the State Level Committee indicating the activities undertaken during the last quarter, the suggestion made and the action taken on the same.

The headquarters of the Committee will be at Kurukshetra. The term of this Committee will be for 3 years. The official members of the Committee will draw the travelling and daily allowances from their respective departments. The travelling and daily allowance of the non-official members will be borne by the Department of Agriculture under the scheme and head given below :—

“2401—Crop Husbandry Non Plan-109 Extension and Farmers’ Training Scheme for Agriculture and Extension Training of Farmers.”

The Committee will meet at least once during each crop season for finalizing the programmes for broadcast/telecast.

ASHA SHARMA,
Financial Commissioner and Principal Secretary to
Government Haryana, Agriculture Department.